

# Penneth Stacknickles Presents: Nothing Catchy

DATE: Saturday, August 23, 2025  
LOCATION: Detroit, Michigan, US

---

## Event Description

Penneth Stacknickles Presents: Nothing Catchy is a premier expos event in Detroit. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** expos  
**Importance Rank:** 39/100  
**Expected Attendance:** 272 people  
**Event ID:** 7SHM8dAPXX4ZS6LUHy

## Hotel Demand Indicators

**ADR Impact Index:** 4.8x baseline (varies by property tier & location)  
**Occupancy Impact:** +60 percentage points over baseline  
**Booking Lead Time:** Demand begins 30 days before event  
**Impact Radius:** 15km from venue  
**Estimated Room Nights:** 109 across all properties

*Note: Actual impact varies by property location, star rating, and local market conditions.*